IBM®

IBM WebSphere Commerce

A modern commerce platform designed for rapid innovation that grows market share

Power to the customer – are you ready?

B2C and B2B organizations face the opportunities and challenges of digital disruption – a shift that has changed the customer–brand relationship in favor of customers. Customers now expect and demand a seamless buying experience across channels, engaging anytime, anywhere. To deliver on this promise, organizations must bring rapid innovation, speed and flexibility to their business model, people, process, and technologies to meet the expectation of today's digital customers.

How will you keep up?

To keep up with today's customer, organizations need a commerce platform that reduces the time spent managing the platform, and augments your team's decision making with artificial intelligence (AI), leaving time to innovate a differentiated customer experience that is personalized, relevant, and content-rich on a secure, fast, reliable and scalable platform.

WebSphere Commerce – The omnichannel e-commerce platform for business growth

With a micro-service approach and the latest container technologies WebSphere Commerce automates and accelerates the creation and management of online stores for multiple brands, localization of stores across multiple geographies and the build and deployment process for continuous integration and continuous delivery (CI/CD) of your commerce platform, making the upgrade process for IBM provided enhancements simple and fast, so you can focus on the things that matter most to your business. WebSphere Commerce companion offerings such as Watson Content Hub and Watson Commerce Insights are powered with artificial intelligence to deliver more value from your enterprise data, augmenting business user decision-making capabilities.

- **Innovate more in less time** with a modern, cloud ready, extensible architecture
- **Win market share** by taking advantage of unmatched omnichannel commerce capability
- **Augment your team's growth** initiatives with AI for the Commerce professional
- **Save time and cost** by reducing dependency on IT with easy-to-use business user tools, analytics, and insight
- **Improve customer experience** with personalized interactions across all touchpoints
- **Enhance your capabilities** with a broad ecosystem of IBM and third-party commerce services
- **Support for both B2B and B2C** use cases

Modern architecture powers innovation

For ease of customization, deployment and management.

– **A micro-services approach** with separation of transaction, store, search and customizations supports business growth with the ability to rapidly scale.

– **Support for headless commerce** so you can quickly and easily add the powerful capabilities of the commerce platform to any UI or content management system.

– **Docker containers** simplify the set-up, deployment and management of commerce system environments. CI/CD pipelines make end-to-end automation deployment possible.

– **Externalized customizations** isolate your custom code making system maintenance easy and upgrades seamless.

– **JQuery, JPA, and RESTful APIs** that help deliver customizations and unique brand experiences faster.

– **Liberty profile servers** to deliver a small application server footprint with fast startup time and the ability to dynamically pick up code changes.

Unmatched omnichannel capability delivers differentiated customer experiences

Powering personalized engagement across every touchpoint and give customers what they want, when they want it.

– **Mobile optimized** to engage shoppers when and where it's convenient for them.

– **Social integration** to facilitate sharing and social shopping.

– Call center capabilities for seamless customer service experiences.

– **Dynamic merchandising and precision marketing** deliver timely and relevant content and offers.

– **Omnichannel fulfillment support** with ready-to-deploy shopping flows for inventory visibility, buy-online-pickup in store (BOPIS) and more.

– **Advanced site search** delivers relevant search results and helps shoppers easily find what they're looking for.

– **Extended sites** enable organizations to run all their brand, geography and segment specific sites on a single platform.

– **Local language and currency support** for thirteen countries.

– **Starter store** for B2C and B2B to get you up and running faster.

– **Comprehensive capabilities** to create and manage the essentials of a great customer experience with tools to manage sales catalogs, merchandising associations between products, catalog filters, price lists and price rules, search engine optimization and search rules, promotions, creative marketing campaigns containing web and email activities, A/B testing for offers, store profiles, style, layout, and more.

AI for the Commerce Professional creates unfair competitive advantages

AI helps solve pressing business challenges to ensure issues are resolved quickly, before they become bigger problems.

– **AI enabled product content management** that leverages the power of Watson is available as a premium service to transform volumes of digital brand assets into a comprehensive library of content, assets, and intelligence that can be easily searched and applied to create compelling digital experiences.

– **Commerce insights** through embedded artificial intelligence is available as a premium service to intelligently sequence products to optimize for business goals, while providing merchandisers notifications and identifying abnormal business conditions (revenue, margin) that need attention, along with supporting evidence and recommended actions.

– **Intelligent pricing,** available as a premium service, applies artificial intelligence to pricing and enables you to reprice in real time to meet the demands of the fast-moving retail environment. Using science and AI capabilities to fine tune pricing strategies, you can bring together online and in-store pricing, store data and insights to coordinate cross-brand pricing for the maximum impact to your revenue.

– **Fulfillment optimization** reduces omnichannel shipping costs through a premium service that helps you make better sourcing decisions and deliver on your order promise in the most cost-effective way possible. You can perfectly balance between protecting margins, utilizing store capacity, and meeting customer delivery expectations.

Why IBM?

Watson Commerce delivers a modern, cloud-ready, extensible architecture powering more innovation with less time spent. And only IBM combines the trusted scale, security and performance you expect from IBM, with the speed and flexibility of a modern cloud-ready, extensible commerce architecture.

Watson Commerce delivers 20 years of unmatched, omni-channel innovation – that's been co-created with our customer and partner ecosystem. And more than checking boxes, only IBM Watson Commerce's offers completeness and depth of capability, for gaining maximum impact from every customer interaction.

To learn how IBM WebSphere Commerce software can help you visit:
ibm.com/software/products/en/websphere-commerce